

Feb 20-23, 1986



AMERICAN FOUNDATION FOR THE BLIND, INC.

15 WEST 16TH STREET, NEW YORK, N. Y. 10011

TEL.: 212 620-2000

HV1731  
.A43  
1986



Josephine L. Taylor Institute  
Meetings and Room Assignments

<u>Date</u>	<u>Activity</u>	<u>Room Assignment</u>
2/20/86 - 2/21/86	Registration	Convention Desk
2/20/86 - 2/23/86	Display/Handouts	Foyer B & C
2/20/86	AFB Task Force Survey of Visually Handicapped Children 2:30 - 4:30 PM	Salon F
2/20/86	Institute Meeting for Introducers and Moderators 3:00 - 4:00 PM	Salon D
2/20/86 - 2/23/86	General Sessions	Salons B & C
2/20/86	Reception	Salons F, G, & H
2/21/86	CEARSVH Publications Committee 5:00 - 6:00 PM	Jackson
2/21/86	CEARSVH Meeting 6:00 - 9:00 PM	Jackson
2/21/86	AERBVI Personnel Preparation Interest Group 6:00 - 9:00 PM	Lee
2/21/86	AIRCVH Meeting 6:00 - 9:00 PM	Jefferson

2/21/86	AERBVI Board of Directors Meeting 8:00 - 10:00 PM	Madison
2/22/86	AERBVI Meeting 7:00 - 9:00 <u>AM</u>	Lee
2/22/86	AFB Hosted Luncheon 12:00 - 1:30 PM	Salons F, G, & H
2/22/86	State Vision Consultants 6:00 - 8:00 PM	Jackson
2/22/86	CEC/DVH 6:00 - 8:00 PM	Lee
2/22/86	AERBVI Board of Directors Meeting 6:00 - 11:00 PM	Jefferson
2/22/86	Interorganizationa l Committee of DVH 8:00 - 10:00 PM	Madison
2/23/86	Brunch Buffet 12:00 - 2:00 PM	Salons F, G, & H

Pre-Registered Participants  
The Josephine L. Taylor Institute  
Feb. 20-23, 1986

Alabama

Mary Jean Sanspree  
Director of Education- National CEC- DVH Secretary  
1720 University Blvd.  
Birmingham, Al. 35233  
Phone: 205-325-8255

Alaska

Jane E. Brodie  
Program Supervisor  
ARMSI  
2211- B Arca Dr.  
Anchorage, Alaska 99508  
(907) 279-9675

Arizona

Peggy L. Hughes  
Executive Secretary (Foundation for the Blind)  
1201 North 85th Place  
Scottsdale, Arizona 85257  
(also National Secretary for AER)  
Phone: (602) 947-3744

Arkansas

Bob Brasher  
State Coordinator, Educational Svcs f/t Visually Impaired  
Arkansas School for the Blind  
P.O. Box 668  
Little Rock, Arkansas 72203  
Phone: (501) 371-5710

Patricia Bussen  
Assistant Professor  
Dept. RHSE, University of Arkansas at Little Rock  
Little Rock, Arkansas 72204  
Phone: (501) 569-3169

Dan Head  
Associate Professor  
UALR 33rd and University  
Little Rock, Arkansas 72204  
Phone: (501) 569-3169



Arkansas (cont)

Donna Hunt  
Vocational Director  
Arkansas School for the Blind  
2600 W. Markham St.  
Little Rock, Arkansas 72203  
371-5298

Leonard Ogburn  
Superintendent, Arkansas School for the Blind  
Box 668  
Little Rock, Arkansas 72203  
Phone: (501) 371-2109

California

Sandra Adams Curry  
Doctoral Student-San Francisco State University  
U.C. Berkeley  
208 Durham Street  
Menlo Park, California 94025  
Phone: (415) 321-8131

Rona Lazarus Harrell, Ph.D.  
Associate Professor- Mobility Training Program  
California State University, Los Angeles  
Division of Special Education  
5151 State University Drive  
Los Angeles, Ca. 90032  
Phone: (213) 224-3786

Philip Hatlen  
Professor of Special Education  
San Francisco State University  
1600 Holloway Ave.  
San Francisco, Ca. 94132  
Phone: (415) 469-1080

Jack Hazekamp  
Special Education Consultant  
California Dept. of Education  
721 Capitol Mall  
Sacramento, Ca. 95814  
Phone: (916) 323-4758

Dr. Sally Mangold  
Professor - Special Education  
20102 Woodbine Ave.  
Castro Valley, Ca. 94546  
Phone: (415) 582-4859



California (cont)

Linda Roessing  
Principal  
California Schl for the Blind  
500 Walnut Avenue  
Fremont, Ca. 94538  
(415) 794-3840

Sharon Zell Sacks  
Instructor & Doctoral Candidate  
San Francisco State University Dept of Sp. Ed. V.H.  
1600 Holloway Ave.  
San Francisco, Ca. 94132  
(415) 469-1080

Rose -Marie Swallow, Ed.D.  
Professor, Visually Handicapped Program  
California State University,  
Los Angeles Division of Special Education  
5151 State University Drive  
Los Angeles, Ca. 90032  
(213) 224-3711

Canada

Beverley Conrod  
Psychology Dept.  
Concordia University  
Doctoral Student  
7141 Sherbrooke St. West  
Montreal, Quebec H4B1R6  
Phone: (514) 848-2224

Colorado

Dr. Grace D. Napier  
Professor of Special Education  
2011 8th Ave.  
Greeley, Co. 80631  
Phone: (303) 352-2095

Dean W. Tuttle  
Professor of Special Education  
Division of Educational Studies  
McKee Hall Room 318  
Greeley, Co. 80639  
(303) 351-1671



Digitized by the Internet Archive  
in 2016 with funding from  
American Printing House for the Blind, Inc.

<https://archive.org/details/josephineltaylor00unse>

Connecticut

Lars Guldager, Ph.D.  
Superintendent  
Oak Hill School  
120 Holcomb Street  
Hartford, Ct. 06112  
Phone: (203) 242-2274

District of Columbia

Patricia M. Beattie  
Community Consultant  
American Foundation for the Blind  
1660 L Street, N.W., Suite 212  
Washington, D.C. 20036  
Phone: (202) 429-0358

Josephine L. Taylor  
Independent Consultant  
1205 4th Street, S.W.  
Washington, D.C. 20024  
Phone: (202) 554-3171

Florida

Carol Allman  
Support Teacher (Low Incidence) /Doctoral Student (FSU)  
Rt. 13 Box 383D  
Tallahassee, Fl. 32312  
---

Suzanne A. Dalton  
Coordinator  
Florida Instructional Materials Center  
5002 North Lois Avenue  
Tampa, Fl. 33614  
(813) 876-5016

Gideon Jones  
Professor  
Visual Disabilities  
209 Educ. Bldg.  
Florida State University  
Tallahassee, FL. 32306  
Phone: (904) 644-4880



Florida (cont)

Paul J. Lewis  
Supervisor  
FIMCVH- FL. Dept of Education  
5002 North Lois Ave.  
Tampa, Fl. 33614  
(813) 876-5016

Linda R. Machado  
President, So. Fla. Assn. for Parents of the Visually Impaired  
12040 SW 121 Terrace  
Miami, Fl. 33186  
Phone: (305) 233-4593

Noreen Murphy  
Program Specialist- Visually Impaired & Deaf-Blind  
DOE- BEES  
Knott Building  
Tallahassee, FL. 32301  
(904) 488-1106

Dr. Tuck Tinsley III  
Principal  
Florida School for the Deaf and  
the Blind  
207 N. San Marco Ave.  
St Augustine, FL. 32084  
Phone: (904) 824-1654

Georgia

Pat Carpenter  
Coordinator, Special Education  
Visually Impaired  
Dekalb County School System  
385 Glendale Rd.  
Scottsdale, Ga. 30079  
Phone: (404) 292-7272

Isaac Obie  
2337 Delowe Drive/Apt. 11  
East Point, GA 30344  
Phone: (404) 768-4124



Illinois

Toni Heinze  
Associate Prof, Special Education  
Dept. of Learning, Development and Special Educ.  
Northern Illinois University  
De Kalb, IL. 60115  
(815) 753-8452

Dr. Gaylen Kapperman  
Coordinator, Programs for the Visually Handicapped  
Dept. of Learning, Development, and  
Special Education  
Northern Illinois University  
De Kalb, IL. 60115  
Phone:(815)-753-8453

Mary F. Loken, Ph.D.  
Director of Alternative & Special Programs  
Springfield School District # 186  
1900 West Monroe  
Springfield, Illinois 62704  
Phone: (217) 525-3017

Virginia Mosler  
Doctoral student  
222B Fairchild Hall  
Illinois State University  
Normal, IL. 61761

---

Alice M. Post  
Manager  
Services for the Visually Impaired  
State of Illinois Instructional Resource Center  
444 W. Reynolds  
Springfield, IL. 62702  
Phone: (217) 525-3300

Dr. Evelyn J. Rex  
Coordinator, Program in V.H.  
Dept of Spec. Ed. Dev.  
Illinois State University  
Normal, IL. 61761  
Phone: (309) 438-3927



Indiana

Arthur Bennett  
Coordinator/Ed. Consultant  
Suite 229-State House  
Indianapolis, IN. 46204  
Phone: (317) 927-0339

Iowa

Diane Pomeroy Wormsley  
1800 Calvin Court #5  
Iowa City, Iowa 52240  
(319) 337-2410

Kansas

Ralph E. Bartley  
Superintendent, Kansas State School  
for the Visually Handicapped  
1100 State Ave.  
Kansas City, KS. 66102  
Phone: (913) 281-3308

Kentucky

Hilda R. Caton  
Associate Professor  
Department of Special Education  
University of Louisville  
Louisville, Kentucky 40292  
Phone:(502)-588-6421

Elizabeth Darlene Middleton  
Outreach Consultant  
Kentucky School for the Blind  
P.O. Box 6005  
1867 Frankfort Ave.  
Louisville, Kentucky 40206  
Phone: (502) 897-1583 Ext. 234

June E. Morris  
Director, Department of Educational Research  
American Printing House for the Blind, Inc.  
PO Box 6085  
Louisville, Ky 40206  
Phone: (502) 895-2405



Louisiana

Cynthia Shoemaker  
Supervisor of Programs for the Visually Impaired  
Office of Special Education Services  
PO Box 94064  
Baton Rouge, LA. 70804-9064  
(504) 342-3378

Maryland

Ann T. Bertsch  
Vision Resource Specialist  
Vision Program  
Program Services- Wheatley Center  
1200 Ritchie Rd.  
Capitol Heights, Md. 20743  
Phone:(301) 336-8656

Nancy White Bryant, Ph.D.  
Director of Instructional Services  
Maryland School for the Blind  
3501 Taylor Ave.  
Baltimore, Md. 21236  
(301) 444-5000

Richard L. Welsh, Ph.D.  
Superintendent  
The Maryland School for the Blind  
3501 Taylor Avenue  
Baltimore, Md. 21236  
(301) 444-5000 Ext. 200

Janet Whaley Zimmerman, Ph.D.  
Program Coordinator, Visual Impairment  
Johns Hopkins University  
101 Whitehead Hall  
Baltimore, Md. 21218  
Phone: (301) 338-8273

Massachusetts

Mary Beth Caruso  
Instructor, Visually Handicapped Studies  
Boston College  
McGuinn Hall B-29  
Chestnut Hill, Ma. 02167  
(617) 552-8423



Massachusetts (cont)

Dr. Richard M. Jackson Associate Professor and Director of  
Projects in Visually Handicapped Studies  
B-26 Mc Guinn  
Boston College  
Chestnut Hill, Ma. 02167  
Phone: (617) 552-8429

Kevin Lessard  
Director  
Perkins School for the Blind  
175 North Beacon Street  
Watertown, Ma. 02172  
Phone: (617) 924-3434

Barbara A.B. McLetchie  
Coordinator of Multihandicapped Deaf-Blind Program  
Division of Special Education  
McGuinn Hall  
Boston College  
Chestnut Hill, Ma.  
(617) 552-8431

Thomas Miller  
Supervisor of Preschool Services  
Perkins School for the Blind  
175 North Beacon St.  
Watertown, Ma. 02172  
Phone: (617) 924-3434 x 331

Virginia D. Newbert  
Doctoral Student in Low Incidence Disabilities,  
Visual Impairment  
B-26, McGuinn  
Boston College  
Chestnut Hill, Ma. 02167  
Phone: (617) 552-8429

Karen S. Ross  
Doctoral Candidate (Boston College)  
and Adjunct Lecturer (Lesley College)  
20 Shadow Oak Drive  
Sudbury, MA. 01776  
(617) 443-7102

Martha Ziegler  
Executive Director  
Federation for Children with Special Needs  
312 Stuart Street, 2nd Floor  
Boston, Mass. 02116  
(617) 482-2915



Michigan

Velma P. Allen  
Supt.  
715 W. Willow  
Lansing, Mi. 48933  
Phone: (517) 482-0913

Lou Alonso  
Professor: Counseling  
Educational Psychology & Special Education  
Coordinator: Programs Preparing Personnel  
for the Education of Visually Impaired  
and Blind/Deaf Learners  
331 Erickson Hall  
Mich. State Univ  
E. Lansing, Mi. 48824  
Phone: (317) 355-1871

Dr. Marcus D. Benedetto  
Dir. Center for Ophthalmic Research and Development  
Sinai Hospital  
6767 W. Outer Drive  
Detroit, MI. 48235  
(313) 493-5996

Dr. Shirley Gogoleski  
Director of Residential Services & Outreach  
Michigan School for the Blind  
715 W. Willow  
Lansing, Mi.  
(517) 373-9647 (or 9648)

Mr. Carroll L. Jackson  
Executive Director  
Greater Detroit Society for the Blind  
16625 Grand River Ave.  
Detroit, Mi. 48227  
(313) 272-3900

Geraldine T. Scholl  
Professor of Education  
University of Michigan  
1400 Country Club Rd.  
Ann Arbor, MI 48105  
Phone: (313) 761-3013



Minnesota

Carl T. Johnson  
Residential Academies Administrator  
Minnesota State Academy for the Deaf  
P.O. Box 308  
Faribault, Mn. 55021  
(507) 332-3363

Marie Knowlton  
University of Minnesota  
229 Burton Hall  
178 Pillsbury Drive  
Minneapolis, MN. 55455  
Phone: (612) 373-4953

Marilyn Sorensen  
Education Specialist  
Mn. Dept. of Education  
Special Ed. Section  
Capitol Square Bldg.  
550 Cedar St.  
St. Paul, Mn. 55101  
(612) 296-5172

Missouri

Jean Bohs  
Director, APH Materials Center  
Missouri School for the Blind  
3815 Magnolia Avenue  
St. Louis, Mo. 63110  
Phone: (314) 776-4320

Louis M. Tutt  
Superintendent  
Missouri School for the Blind  
3815 Magnolia Avenue  
St. Louis, Mo. 63110  
Phone: (314) 776-4320

Nebraska

Mark A. Demuth  
State Consultant for the Visually Handicapped  
Nebraska Department of Education  
Box 94987  
Lincoln, NE. 68509-4987  
(402) 471-2471



New Hampshire

Lynne Albright  
Coordinator, NH Educational Services for the Visually Handicapped  
17 S. Fruit St.  
Concord, NH 03301  
Phone: (603) 225-7069

Mary T. Morse  
Director: M.I.C.E. Program  
Bureau of Special Medical Services  
N.H. Division of Public Health  
Hazen Drive  
Concord, N.H. 03301  
Phone: (603) 271-4526

New Jersey

Nan Dempsey  
Supv. Ed. Services  
NJ Commission for the Blind and Vis. Impaired  
403 Parkade Bldg  
519 Federal St.  
Camden, NJ 08103  
(609) 757-2815

Vahram Kashmanian  
Coordinator of Education Services  
N.J. State Commission for the Blind  
1100 Raymond Blvd.  
Newark, N.J. 07102

---

New Mexico

Bill Davis  
Media Coordinator  
New Mexico School for the Visually Handicapped  
1900 North White Sands  
Alamogordo, N.M. 88310  
Phone: (505) 437-3505

New York

Carolyne Bowers  
Director of Public Relations  
American Foundation for the Blind  
15 W. 16th St.  
New York, NY 10011  
(212) 620-2020



New York (cont)

Catherine Brooks  
Assistant Director  
Publication & Information Services Department  
American Federation for the Blind  
15 W. 16th Street  
New York, N.Y. 10011  
Phone: (212) 6202154

Kay Ferrell, Ph.D.  
National Consultant in Early Childhood  
American Foundation for the Blind  
15 West 16 St.  
New York, NY 10011  
(212) 620-2045

Dr. Saul Freedman  
Director, National Consultants Dept.  
American Foundation for the Blind  
15 West 16th St.  
New York, NY 10011  
Phone: 212-620-2067

William F. Gallagher, Executive Director  
American Foundation for the Blind  
15 W. 16th Street  
New York, N.Y. 10011  
Phone: (212) 620-2010

Professor Laurence Gardner  
Assistant Professor of Education  
Coordinator, Program in Education  
for the Visually Impaired  
Box 223  
Teachers College  
Columbia University  
New York, N.Y. 10027  
Phone: (212) 678- 3862

Dennis L. Hartenstein  
Executive Director  
National Accreditation Council  
15 West 65th Street (9th Fl.)  
New York, NY 10023  
(212) 496-5880



New York (cont)

Kathleen Mary Huebner  
National Consultant in Education  
American Foundation for the Blind  
15 W. 16th St.  
NY, NY 10011  
Phone: (212) 620-2043

Fay Jarosh  
Information Specialist- Public Relations  
American Foundation for the Blind  
15 W. 16th Street  
New York, NY 10011  
(212) 620-2029

Corinne Kirchner  
Director of Social Research  
American Foundation for the Blind  
15 W. 16 St.  
New York, NY 10011  
Phone: 212-620-2140

Lyle C. Lehman, Ph.D.  
Coordinator, Resource Center for the Blind  
NYSSB  
Richmond Avenue  
Batavia, New York 14020  
Phone: (716) 393-5384

Lynne Luxton  
National Consultant on Rehabilitation  
and Independent Living  
American Foundation for the Blind  
15 W. 16th St.  
New York, N.Y. 10011  
Phone: (212) 620-2034

Rita Madden, Ed.D.  
Assistant Director for Program  
N.Y. Institute for the Blind  
999 Pelham Pkwy  
Bronx, NY 10469  
Phone: (212) 519-7000



New York (cont)

Mary Ellen Mulholland  
Director of Publications and Information  
Services Department  
American Foundation for the Blind  
15 W. 16 St.  
New York, NY 10011  
Phone: (212) 620-2150

Sam Negrin  
Associate Director  
American Foundation for the Blind  
15 West 16th St.  
New York, NY 10011  
Phone: (212) 620-2014

Griffin Smith  
Managing Editor- Journal of Visual Impairment  
& Blindness  
Publications Department  
American Foundation for the Blind  
15 W. 16 St.  
New York, NY 10011  
Phone: (212) 620-2148

Henry B. Stern  
Director of Regional & Community Consultants Dept.  
American Foundation for the Blind  
15 W. 16th Street  
New York, N.Y. 10011  
Phone: (212) 620-2032

Karin Paige Strumwasser  
Doctoral Student/Teachers College  
9 Stone Wall Ln.  
Mamaroneck, NY 10543  
Phone: (914) 381-4325

Iris Torres  
Teacher of the Visually Impaired  
50 Fort Place  
Staten Island, NY 10301  
Phone: (718) 698-4200 x268



New York (cont)

Dawn F. Werner  
Instructor  
Dual Certification Program in  
Education of the Visually Impaired  
and Orientation and Mobility  
SUNY  
Genesco  
Dept. of Special Education  
Blake B203  
Genesco, NY 14544  
Phone: (617) 245-5393

North Carolina

Helen R. Boyle  
Educational Consultant for Visually Programs  
Education Building  
116 W. Edenton Street  
Raleigh, N.C. 27603 1712

North Dakota

Dr. Alana M. Zambone  
Director- Graduate Program in Severe Multiple Impairments  
Department of Special Education  
Box 46  
Minot State College  
Minot, ND 58701  
Phone: (701) 857-3064

Ohio

Carl R. Augusto  
Executive Director  
Cincinnati Association for the Blind  
2045 Gilbert Ave.  
Cincinnati, Ohio 45202  
(513) 221-8558

Pam Croson  
Children's Specialist  
1819 Canton Avenue  
Toledo, Ohio 43624  
Phone: (419) 2411183



Ohio (cont)

Ruth C. Lindecker, Ph.D.  
Special Education Services, RHE University of Toledo  
4007-A Gillham Hall  
2801 W. Bancroft St.  
Toledo, Ohio 43606  
(419) 537-4317 or 2055

Michael D. Orlansky  
Coordinator, Special Education Programs  
Ohio State University  
356 Arps Hall  
1945 N. High Street  
Columbus, Ohio 43210  
(614) 292-8787

Marjorie E. Ward  
Associate Professor  
Dept. of Human Services Ed.  
The Ohio State University  
356 Arps Hall  
1945 North High Street  
Columbus, Ohio 43210  
Phone: (614) 292-8787

Oklahoma

R. M. Casey  
Superintendent, Parkview School  
P.O. Box 309  
Muskogee, OK 74403  
Phone: (918) 682-6641

Pennsylvania

Anna Bradfield  
Asst. Professor  
PA College of Optometry  
1200 W. Godfrey Avenue  
Philadelphia, PA 19141  
Phone: (215) 276-6291

Dr. Donna L. Chin  
Coordinator, Dept. of Graduate Studies in  
Vision Impairment  
Pennsylvania College of Optometry  
1200 W. Godfrey Ave.  
Philadelphia, PA. 19141  
(215) 276-6199



Pennsylvania (cont)

Dr. Jacqueline Dempsey  
Program Administrator- Vision Program  
Pathfinder School- Allegheny Intermediate Unit  
Donati Road  
Bethel Park, PA.  
Phone: 412-835-1686

Susan M. Kershman  
Coordinator, Program in  
Ed. Vis. Hand.  
Pennsylvania College of Optometry  
1200 W. Godfrey Ave.  
Phila. PA 19141  
Phone: (215) 276-6293

Frank Labaw  
Executive Director  
Association for the Blind and Visually Impaired  
of Lehigh County  
614 N. 13th Street  
Allentown, PA. 18102  
215-433-6018

Jeanne Leiper  
Supervisor, Visually Impaired Program  
Capital Area Intermediate Unit  
2929 Gettysburg Rd.  
Camp Hill, PA. 17011  
(717) 737-6728

William H. McDonald  
Executive Director  
Montgomery County Association for the Blind  
704 W. Marshall Street  
Norristown, PA. 19401  
----

Vince McVeigh  
Director of Vision Services  
Elwyn Institutes  
Elwyn, PA. 19063  
(215) 358-6562

Mary W. Moore  
Professor  
5M25 Forbes Quadrangle  
University of Pittsburgh  
Pittsburgh, PA. 15260  
Phone: (412) 624-1411



Pennsylvania (cont)

Ralph L. Peabody  
Professor  
Dept of Spec. Ed.  
5Mal Forbes Quad  
Univ. of Pittsburgh  
Pittsburgh, PA. 15260  
(412) 624-1403

Kathleen Scott  
Teacher  
2929 Gettysburg Rd.  
Camp Hill, PA 17011  
Phone: (717) 737-6728

Janet Simon, Ph.D.  
Executive Director  
Western Pennsylvania School for  
Blind Children  
201 No. Bellefield Street  
Pittsburgh, PA 15213  
Phone: (412) 621-0100

Audrey J. Smith  
Dept. Chairperson  
Dept. of Graduate Studies in Vision Impairment  
PA College of Optometry  
1200 W. Godfrey Avenue  
Phila, PA. 19141  
(215) 276-6290

J. A. Snyder  
Pennsylvania Commissioner for the Blind  
BVS  
P.O. Box 2675  
Harrisburg, PA 17105  
Phone: (717) 787-6176

Sarah Stanton  
Doctoral Student (Boston College)  
6122 N. 11th St.  
Phila, PA. 19141  
---

Larry M. Steninger  
Director of Programs and Services  
Lancaster County Association for the Blind  
244 North Queen Street  
Lancaster, PA. 17603  
Phone: (717) 291-5951



South Carolina

Jan Lichtenstein  
Coordinator of Programs for the Visually Handicapped  
Charleston County Schools  
4720 Jenkins Ave.  
North Charleston, SC 29406  
Phone: (803) 745-7150

Dennis Thurmen  
Principal  
South Carolina School for the Blind  
Spartanburg, SC 29302  
Phone: (803) 585-7711

South Dakota

Charles "Burt" Boyer  
Superintendent, SDSU H  
423 17th Ave. S.E.  
Aberdeen, SD 57401  
Phone: (605) 622-2580

Tennessee

Rebecca L. Burnett  
Teacher; Metro Nashville Davidson Co  
Multihandicapped Program  
1724 Linden Ave.  
Nashville, Tn. 37212  
(615) 292-3196

Carol McCarroll  
Consultant  
Tennessee State Dept. of Education  
Resource Center for the Visually Handicapped  
1210 Foster Avenue  
Nashville, TN. 37210  
(615) 741-5542

Sandra Rosen  
Doctoral Student  
Special Education Dept. Box 328  
Vanderbilt University  
Nashville, TN 37203  
Phone: (615) 322-8157 or 8182



Tennessee (cont)

Dr. LaRhea Sanford  
Lead Teacher, Vision Program  
Metropolitan Nashville Public Schools  
Murrell School  
1450 14th Ave. S.  
Nashville, TN 37212  
Phone: (615) 298-8094

Texas

Dr. Virginia E. Bishop  
Special Education Consultant  
4312 Duval #206  
Austin, Texas 78751  
Phone: (512) 451-0322

Anne Corn  
Coordinator, Programs for the Visually Handicapped  
EDB 306  
The University of Texas at Austin  
Austin, TX 78712  
Phone: (512) 471-4161

Dr. Jane N. Erin  
Lecturer, Programs for the Visually Handicapped  
EDB 306  
University of Texas at Austin  
Austin, TX 78753  
Phone: (512) 471-4161

Nancy Faubien  
Administrative Assistant  
Texas School for the Blind  
1100 W. 45th St.  
Austin, Tx. 78756  
(512) 454-8631

Emilie M. Kief  
Project Director, Dual Certification Program  
Box 13019 SFA Station  
Nacodoches, TX 75962  
Phone: (409) 569-2906

William H. Miller  
Executive Director  
Texas School for the Blind  
1100 W. 45th St.  
Austin, TX. 78756  
(512) 454-8631



Texas (cont)

Virginia M. Sowell  
Professor, Special Education  
MH/VH Program  
Texas Tech. University  
Box 4560  
College of Education  
Lubbock, TX 79409  
Phone: (806) 742-2345

Kent Wardell  
Coordinator Programs for Visually Impaired  
Texas Tech. University School of Education  
Box 4560  
Lubbock, Texas 79409  
Phone: (896) 742-2320

Virginia

Barbara N. Bowman  
Education Consultant  
Coordinator, Instruction Materials Resource Center  
VA Dept. f/t Visually Handicapped  
1901 Roade Street  
Richmond, VA  
Phone: (804) 786-8016

Nell C. Carney  
Rehabilitation Program Supervisor  
Virginia Dept. for the Visually Handicapped  
2300 9th St. S. #203  
Arlington, VA. 22204  
(703) 979-3415

William T. Coppage  
Commissioner  
Virginia Dept. for the Visually Handicapped  
397 Azalea Avenue  
Richmond, Virginia 23227  
Phone: (804) 264-3145

Glen R. Slonneger, Jr.  
Program & Policy Specialist  
Virginia Dept. for the Visually Handicapped  
397 Azalea Avenue  
Richmond, VA 23227  
Phone: (804) 264-3113



Washington

John Watson  
SEMCAD Director  
10903 Gravelly Lake Drive, S.W.  
Tacoma, WA 98499  
Phone: (206) 756-8233

West Virginia

James R. Durst  
Coordinator of Technical Assistance and Outreach Services  
WV School for the Blind  
301 East Main Street  
Romney, WV 26757  
Phone: (304) 822-3521

Wisconsin

Andy Papineau  
State Consultant  
Wisc. Department of Public Instruction  
125 South Webster P.O. 7841  
Madison, Wi. 53707  
Phone: (608) 266-3522

Wyoming

C. Kent Jensen  
Educ. Consultant  
144 Hathaway Bldg.  
Cheyenne, Wy. 82002  
Phone: (307) 777-7274



MERICAN FOUNDATION FOR THE BLIND, INC.



EVALUATION

Josephine L. Taylor Institute

Outreach Strategies and Commitment to Excellence

February 20-23, 1986

1. Please identify the type of position you presently hold.

- Parent of Visually Impaired Youngster
- State Vision Consultant
- Residential School Administrator
- IMC Administrator
- College/University Professor
- Rehabilitation Center Administrator
- Public School Administrator
- Teacher
- Doctoral Student
- Other      Please identify position \_\_\_\_\_



# **OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE**

## **JOSEPHINE L. TAYLOR INSTITUTE**

**Sponsored by**

 **The American Foundation for the Blind**  
**15 West 16th Street**  
**New York, N.Y. 10011**  
**(212) 620-2000**

**Held at**

**Crystal Gateway Marriott**  
**1700 Jefferson Davis Highway**  
**Arlington, Virginia 22202**  
**(703) 920-3230**  
**February 20-23, 1986**



# **OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE**

## **JOSEPHINE L. TAYLOR INSTITUTE**

**Sponsored by**

 **The American Foundation for the Blind**  
**15 West 16th Street**  
**New York, N.Y. 10011**  
**(212) 620-2000**

**Held at**

**Crystal Gateway Marriott**  
**1700 Jefferson Davis Highway**  
**Arlington, Virginia 22202**  
**(703) 920-3230**  
**February 20-23, 1986**



## **Thursday, February 20, 1986**

---

**3:00 PM-4:00 PM**      Meeting of all Introducers, Moderators, and Reactors  
**3:00 PM-6:15 PM**      Check-in and Registration

All Institute Sessions Will Be Held In The Grand Ballroom Area

- 6:30 PM-6:45 PM**      **Dedication and Convening of the 1986 Josephine L. Taylor Institute**  
**Welcome**  
William F. Gallagher,  
Executive Director  
American Foundation for the Blind (AFB)  
(New York)
- 6:45 PM-7:15 PM**      **Recognition of Josephine L. Taylor and Statement of Purpose**  
Susan J. Spungin,  
Associate Executive Director  
for Program Services, AFB  
(New York)
- 7:15 PM-8:30 PM**      **Keynote Address**  
**Outreach Strategies and Commitment to Excellence**  
Martha Ziegler,  
Executive Director  
Federation for Children with Special Needs,  
and Project Director of Technical Assistance  
to Parent Projects  
(Massachusetts)
- 8:30 PM-10:00 PM**      **Reception for Josephine L. Taylor**  
Stand-up Hot Buffet and Cash Bar



## **Friday, February 21, 1986**

---

<b>8:00 AM-11:00 AM</b>	Registration Continued
<b>8:30 AM-10:30 AM</b>	Introductions and Moderator Diana Cuthbertson, Region I Director National Association for Parents of the Visually Impaired, Inc., and Evaluation Specialist, Federation for Children with Special Needs (Massachusetts)
<b>8:30 AM-9:00 AM</b>	<b>Legislative Action Relevant to Infants, Children, and Youth</b> B. Joseph Ballard, Associate Director for Governmental Relations The Council for Exceptional Children (Virginia)
<b>9:00 AM-9:30 AM</b>	<b>Legislative Action Relevant to Adults</b> Kathleen Megivern, Executive Director Association for the Education and Rehabilitation of the Blind and Visually Impaired (AER) (Virginia)
<b>9:30 AM-10:00 AM</b>	<b>Strategies To Effect Legislative Change</b> Alan Dinsmore, Legislative Network Coordinator, AFB (District of Columbia)
<b>10:00 AM-10:30 AM</b>	Scott Marshall, Senior Legislative Coordinator Department of Federal Affairs American Association of Retired Persons (AARP) (District of Columbia)
<b>10:30 AM-10:45 AM</b>	Coffee Break
<b>10:45 AM-12:15 PM</b>	Introduction Kay Alicyn Ferrell, National Consultant in Early Childhood, AFB (New York)
	<b>Litigation Update: Major Decisions on Education</b> S. James Rosenfeld, Managing Editor Education for the Handicapped Law Report (Virginia)



## **Friday, February 21, 1986 Continued**

---

<b>12:15 PM-1:30 PM</b>	Lunch On Your Own
<b>1:30 PM-5:00 PM</b>	Introductions and Moderator Phil Hatlen, Professor San Francisco State University (California)
<b>Recruitment and Retention of Staff: Identification of the Issues For...</b>	
<b>1:30 PM-1:50 PM</b>	<b>Undergraduate Programs</b> Lou Alonso, Professor Michigan State University (Michigan)
<b>1:50 PM-2:10 PM</b>	
<b>1:50 PM-2:10 PM</b>	<b>Graduate Programs</b> Patricia Bussen, Assistant Professor University of Arkansas at Little Rock (Arkansas)
<b>2:10 PM-2:30 PM</b>	
<b>2:10 PM-2:30 PM</b>	<b>Education Agencies</b> LaRhea Sanford, Lead Teacher Nashville Public Schools (Tennessee)
<b>2:30 PM-2:50 PM</b>	
<b>2:30 PM-2:50 PM</b>	<b>Rehabilitation Agencies</b> Vernon Metcalf, Executive Director Miami Lighthouse for the Blind (Florida)
<b>2:50 PM-3:00 PM</b>	
<b>2:50 PM-3:00 PM</b>	Questions to the Panel Joseph Merante, Director Admissions and Student Aid University of Pittsburgh (Pennsylvania)
<b>3:00 PM-3:30 PM</b>	
<b>3:00 PM-3:30 PM</b>	Coffee Break
<b>3:30 PM-4:30 PM</b>	
<b>3:30 PM-4:30 PM</b>	<b>Recruitment Strategies: A Response to the Issues</b> Joseph Merante
<b>4:30 PM-5:00 PM</b>	
<b>4:30 PM-5:00 PM</b>	Discussion



## **Friday, February 21, 1986 Continued**

---

**5:00 PM-6:00 PM**      CEARSVH, Publications  
Committee, Chairperson—  
Dennis Thurman

**6:00 PM-9:00 PM**      AERBVI, Personnel  
Preparation Interest Group  
Chairperson—Marjorie Ward

**6:00 PM-9:00 PM**      CEARSVH  
Chairperson—Burt Boyer

**6:00 PM-9:00 PM**      AIRCVH  
Chairperson—Paul Lewis

**8:00 PM-10:00 PM**      AERBVI, Board of Directors Meeting  
President—Rick Welsh



**Saturday, February 22, 1986**



**Saturday, February 22, 1986** Continued

<b>1:30 PM-5:00 PM</b>	Introductions and Moderator Vivian Correa, Assistant Professor University of Florida at Gainesville (Florida)
<b>1:30 PM-1:55 PM</b>	<b>Cultural Considerations and Bilingual Needs: Parent Perspectives</b> Linda Machado, President South Florida Association for Parents of the Visually Impaired, Inc. (Florida)
<b>1:55 PM-2:20 PM</b>	<b>Consumer Perspectives</b> Isaac Obie, Rehabilitation Teacher (Georgia)
<b>2:20 PM-2:45 PM</b>	<b>Provider Policies</b> James R. Herndon, Foreign Language Librarian National Library Service for the Blind and Physically Handicapped Library of Congress (District of Columbia)
<b>2:45 PM-3:00 PM</b>	Questions to the Panel Alba Ortiz, Director Bilingual Special Education University of Texas at Austin (Texas)
<b>3:00 PM-3:30 PM</b>	Coffee Break
<b>3:30 PM-4:30 PM</b>	<b>Sensitization to Cultures and Addressing Bilingual Needs</b> Alba Ortiz
<b>4:30 PM-5:00 PM</b>	Discussion
<b>6:00 PM-8:00 PM</b>	State Vision Consultants Meeting Chairperson—Andy Papineau
<b>6:00 PM-8:00 PM</b>	CEC/DVH Informal Board Meeting Chairperson—Anne Corn
<b>6:00 PM-11:00 PM</b>	AERBVI Board of Directors Meeting President—Rick Welsh
<b>8:00 PM-10:00 PM</b>	Interorganizational Committee of DVH Chairperson—Virginia Sowell



## **Sunday, February 23, 1986**

---

<b>8:30 AM-11:45 AM</b>	Introductions and Moderator Kathleen Mary Huebner, National Consultant in Education, AFB (New York)
<b>8:30 AM-9:30 AM</b>	<b>Disability Specific and Generic: Controversy or Conflict</b> Mary Falvey, Associate Professor California State University at Los Angeles and President of the California Chapter of The Association for Persons with Severe Handicaps (California)
<b>9:30 AM-9:45 AM</b>	Coffee Break
<b>9:45 AM-10:45 AM</b>	<b>Reactor Panel</b>
<b>9:45 AM-10:05 AM</b>	<b>Representing Parents and Consumers</b> Lee Robinson, Executive Director National Association for Parents of the Visually Impaired, Inc. (Texas)
<b>10:05 AM-10:25 AM</b>	<b>Representing Education</b> Kevin Lessard, Director Perkins School for the Blind (Massachusetts)
<b>10:25 AM-10:45 AM</b>	<b>Representing Rehabilitation</b> Carl Augusto, Executive Director Cincinnati Association for the Blind (Ohio)
<b>10:45 AM-11:00 AM</b>	Response to Panel Mary Falvey
<b>11:00 AM-11:45 AM</b>	Discussion
<b>12:00 PM-2:00 PM</b>	Closing Session and Brunch (Completed Evaluation Forms are Required for Admission) Introduction Josephine L. Taylor, Free Lance Consultant (District of Columbia) <b>Commitment to Action: Implementing Strategies</b> Nancy Bryant, Director of Instructional Services Maryland School for the Blind (Maryland)







# Josephine L. Taylor Institute Workbook

Theme: **OUTREACH STRATEGIES AND  
COMMITMENT TO EXCELLENCE**

---

February 20-23, 1986



Sponsored by  
The American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011  
(212) 620-2000



# Josephine L. Taylor Institute Workbook

Theme: **OUTREACH STRATEGIES AND  
COMMITMENT TO EXCELLENCE**

---

February 20-23, 1986

- 42 million bl & v.i. in the world
- figure may double by yr 2000
- most causes are preventable & controllable



Sponsored by  
The American Foundation for the Blind  
15 West 16th Street  
New York, New York 10011  
(212) 620-2000



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Outreach Strategies and Commitment  
to Excellence

Speaker Contact Information:

Name: Martha Ziegler, Executive Director

Address: Federation for Children With Special Needs  
312 Stuart Street, 2nd Floor  
Boston, Massachusetts 02116 Phone # (617) 482-2915

Abstract: The interlocking roles of the local disability organization, the regional parent coalition and the national network of parent centers all begin with the individual parent and child. Parent coalitions came into being when the disability organizations realized they were spending a large part of their efforts in funds on the same activities: explaining concepts like mainstreaming, describing trust funds, discussing siblings and family stress, identifying responsible officials in public agencies, and so on. We anticipate that the consolidation of efforts that were largely the same for all groups will free more parents in each group to work on their own more specialized concerns, thereby increasing the detail and accuracy of information provided by them. The final result will be the strengthening of both groups and the specific capabilities of each individual one.

Notes:

---

---

---

---

---

---

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Legislative Action Relevant to Infants,  
Children, and Youth

Speaker Contact Information:

Name: B. Joseph Ballard, Associate Director for Governmental Relations  
Address: The Council for Exceptional Children, 1920 Association Drive  
Reston, Virginia 22091-1589 Phone # (703) 620-3660

Abstract:

A presentation of recent legislative action relevant to infants, children, and youth with special needs.

Notes: \_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Legislative Action Relevant to Adults

---

Speaker Contact Information:

Name: Kathleen Megivern, Executive Director  
Association for the Education and Rehabilitation of the  
Address: Blind and Visually Impaired  
206 North Washington Street, Suite 320  
Alexandria, Virginia 22314 Phone #(703) 548-1884

Abstract:

A presentation of recent legislative action relevant to blind and visually impaired adults.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Strategies to Effect Legislative Change

---

Speaker Contact Information:

Name: Alan M. Dinsmore, Legislative Network Coordinator

American Foundation for the Blind

Address: 1660 L Street, N.W., Suite 212

Washington, D.C. 20036

Phone # 202/467-5996

Abstract:

Issue development is the process by which a general problem is defined in relation to legislation and in terms that a legislator can translate to a winnable position.

Notes: \_\_\_\_\_

---

---

---

---

---

---

---

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Strategies to Effect Legislative Change

---

Speaker Contact Information:

Name: Scott Marshall, Senior Legislative Coordinator  
Department of Federal Affairs  
Address: American Association of Retired Persons  
1909 K Street, NW  
Washington, D.C. Phone # (202) 662-4069

Abstract:

Communication is an art whether it is written or oral. Making your letter to a member of Congress count or communicating your views via telephone or in person requires the sensitivity and savvy of a summit negotiator. The message which is not communicated correctly is ignored and you will learn simple methods to insure your communication will be considered.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE  
OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Litigation Update: Major Decisions on Education

---

Speaker Contact Information:

Name: S. James Rosenfeld, Managing Editor

Address: Education for the Handicapped Law Report

421 King Street, P.O.Box 1905 Phone # 703/684-0510

Abstract: Alexandria, Virginia 22313-1905

A review and discussion of the major judicial decisions concerning the scope and application of §504 and Pub.L. 94-142 on educational services to handicapped children.

Notes: \_\_\_\_\_

---

---

---

---

---

---

---

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Undergraduate Programs

Speaker Contact Information:

Name: Lou Alonso, Professor, Coordinator Programs  
Preparing Personnel for the Ed. of V.H. and Blind/Deaf Learners

Address: College of Education, Dept. of Counseling,  
Educational Psychology & Special Education  
Michigan State University Phone #(517) 355-1871  
331 Erickson Hall

Abstract: East Lansing, Michigan 48824-1034

It is necessary to examine current youth attitudes as they pertain to careers in teaching in order to develop an imaginative plan and communication system to supply appropriate career information to youth, their parents and school counselors.

Notes: (many of our present studies is pre-co  
undergrads) 15 million new people  
down to 3 (of which - about 2/3 are female) -  
control over changing with 2) low pre 3) post - drawbacks - evaluation + select.  
more talented  
of candidate - 1) a must be refined  
(improved experience of front 2) consult +  
(consult modern promotion techniques)  
and implementation (i.e. methods for naturalization of v.i. education - e.g. oral and  
deaf a side by side, etc., provide education (that can be done at a time - need!  
is needed! Consult  
market (not esp. job listing, speaker seminar)

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Graduate Programs

Speaker Contact Information:

Name: Patricia Bussen, Assistant Professor  
Rehabilitation and Special Education  
Address: University of Arkansas at Little Rock  
33rd and University  
Little Rock, Arkansas 72204 Phone # (501) 569-3169

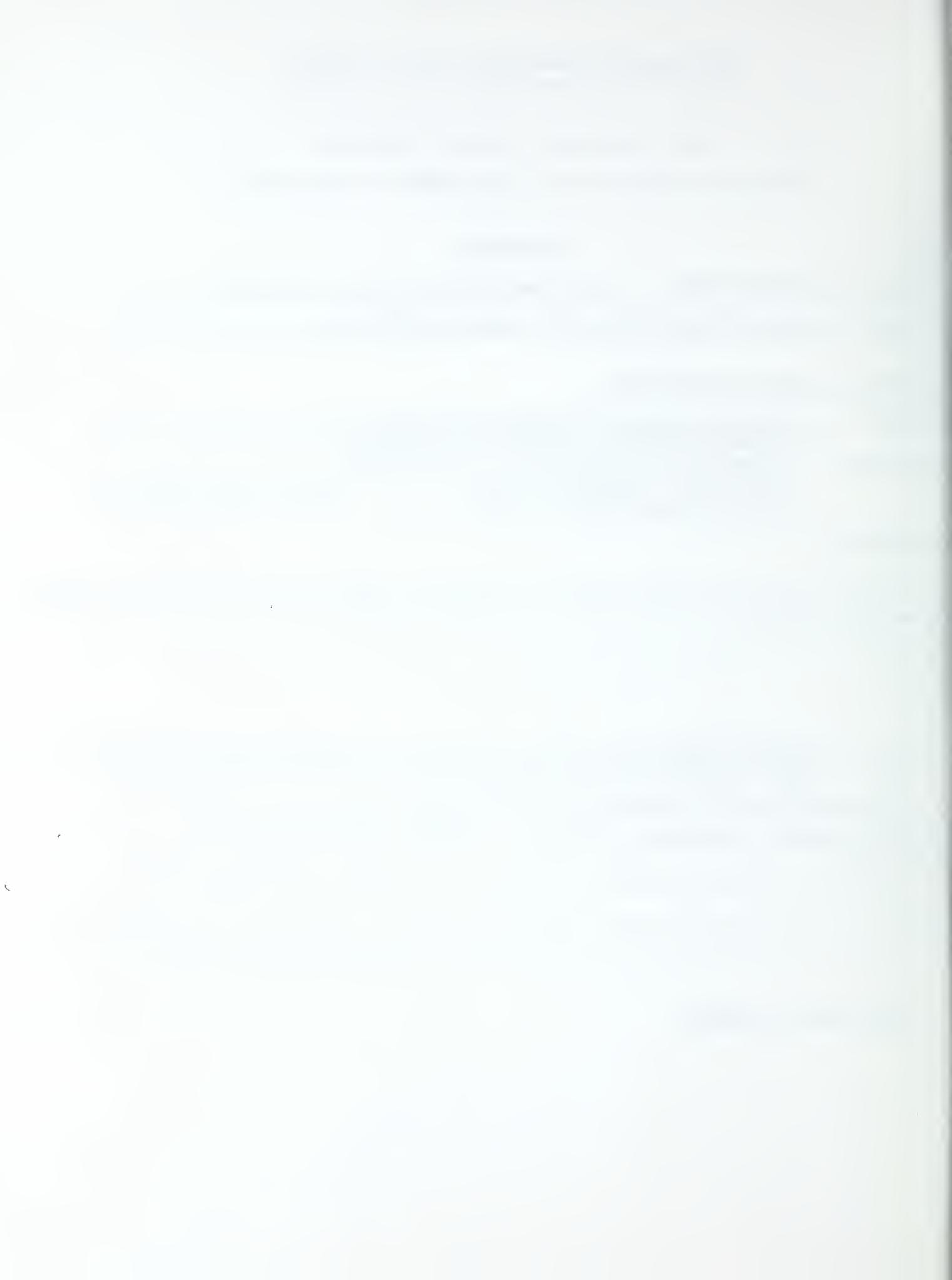
Abstract:

A brief overview of the trends in graduate schools and the resulting impact on recruitment.

Notes: continuing education / lack of funds - financial situation  
degree a certif what i'm teachin or not?  
teaching students (etc) in Tech. and etc

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Education Agencies

Speaker Contact Information:

Name: LaRhea Sanford, Lead Teacher  
Nashville Public Schools, Murrell School  
Address: 1450 14th Avenue South  
Nashville, Tennessee 37212 Phone # (615) 298-8094

Abstract:

In addition to such age-old problems as low pay and lack of sufficient equipment and materials, increased demands for accountability and excellence in the form of Master Teacher Programs are causing stress for preservice teachers and burnout of career teachers.

Notes: No one seems interested - leave the job go and other jobs  
but we frustrated by our goals to make a significant impact  
on the field

- Supervisor's "no" effect on morale!

- No reward system + no feedback is very demoralizing, demotivates  
- Lack of appropriate evaluation, criticism and evaluation! (overload)

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE  
OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Rehabilitation Agencies

Speaker Contact Information:

Name: Vernon Metcalf, Executive Director

Miami Lighthouse for the Blind

Address: 601 South West 8th Avenue

Miami, Florida 33130

Phone # (305) 856-2288

Abstract:

Intangible personal satisfaction and the nature of work with blind persons are major factors in early career selection. Depressed compensation, limited potential for personal growth and advancement as well as repressive bureaucratic complexities are potential reasons for experienced persons choosing another career.

Notes: \_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment Strategies: A Response  
to the Issues

---

Speaker Contact Information:

Name: Joseph A. Merante, Director of Admissions and Student Aid

Address: University of Pittsburgh  
Bruce Hall  
Pittsburgh, Pennsylvania 15260 Phone #(412) 624-1616

Abstract:

Education is a crucial and costly commodity in today's market. In light of the present economic situation, students and colleges alike are realizing that new methods must be found to minimize the cost, while maximizing the success, of matching the student with college.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

## OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

## Worksheet

Title of Presentation: Marketing Your Programs and Agencies

#### **Speaker Contact Information:**

Name: David R. Treadwell, Jr., Senior Vice President

Address: Barton Gillet  
10 South Gay Street  
Baltimore, Maryland 21202 Phone #(301) 685-6800

## Abstract:

General principles for marketing and communications will be addressed. Creative ways non-profit institutions have been marketed will be discussed with examples shown by use of charts.

(Q basic in developing a marketing plan:

Notes: 1-who is responsible for marketing? 2-who are we trying to reach? 3-what do we have to say? 4-who is our competition? 5-what is commitment of our own mgs are staff? 6-who are our prospective clients, donors, etc? 7-what is our current image? How are we perceived? ~~Marketing is about selling a package~~ The "package" is as important as the service you provide!

### Strategies to Apply:

- 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Innovative and Effective Strategies for  
Accessing Funds

Speaker Contact Information:

Name: Audrey Smith, Chairperson,  
Department of Graduate studies in Vision Impairment  
Address: Pennsylvania College of Optometry  
1200 West Godfrey Street  
Philadelphia, Pennsylvania 19141 Phone # (215) 276-6290

Abstract:

Federal funding picture -- for personnel preparation programs in education and rehabilitation of the visually impaired. Emphasis on need and methods for developing alternate approaches to accessing funds for program support.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Innovative and Effective Strategies for  
Accessing Funds

Speaker Contact Information:

Name: Janet Simon, Executive Director

Address: Western Pennsylvania School for Blind Children  
301 North Bellefield Avenue  
Pittsburgh, Pennsylvania 15213 Phone # (412) 621-0100

Abstract:

The panel presentation will highlight:

- .identifying and securing the most obvious funding source
- .determining budgets -- both direct and indirect costs
- .soliciting community support -- good dollars with obvious accountability
- .getting special grants -- good dollars with rigorous accountability
- .finding an "angel" -- first class affiliation

Notes:

---

---

---

---

---

---

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Innovative and Effective Strategies for  
Accessing Funds

Speaker Contact Information:

Name: Patricia M. Beattie, Community Consultant, AFB Mid-Atlantic

Address: American Foundation for the Blind  
1660 L Street, N.W., Suite 212  
Washington, D.C. 20036 Phone # (202) 429-0358

Abstract:

Touching all the bases: government, foundations, corporations, individuals, organizations, in kind contributions, specials events, proposal writing, seed money, operating funds and wish lists.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:

Parent Perspectives

Speaker Contact Information:

Name: Mrs. Linda R. Machado, President

Address: South Florida Association for Parents of Visually Impaired, Inc.  
12040 S.W. 121 Terrace  
Miami, Florida 33186 Phone #(305) 233-4593

Abstract:

The substantial impact of cultural differences and bilingual needs is often overlooked or even mistaken for parental indifference by professionals when dealing with non-U.S. families and their exceptional children. These families, in turn, are frequently offended by what they mistake for professional callousness and lack of sympathy at a particularly painful time in their lives.

Awareness of these cultural differences and sensitivity to them is essential for parents and professionals to achieve the child's maximum potential through mutual respect and cooperation.

Notes:

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:  
Consumer Perspectives

Speaker Contact Information:

Name: Isaac Obie, Rehabilitation Teacher

Address: 19 Johnson Road

Atlanta, Georgia 30318

Phone #

Abstract:

The multicultural and bilingual needs of blind and visually impaired students as observed by adult visually impaired individuals will be presented.

Notes:

1.

2.

3.

4.

5.

6.

Strategies to Apply:



1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:

Provider Policies

Speaker Contact Information:

Name: James R. Herndon, Foreign Language Librarian

Address: National Library Service for the Blind and Physically Handicapped  
The Library of Congress  
Washington, D.C. 20542 Phone # (202) 287-9233

Abstract:

The role of NLS/BPH and other organizations in providing recorded and braille materials to visually handicapped populations of cultural and linguistic minorities: strengths, weaknesses, and areas of cooperation.

Notes: \_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Sensitization to Cultures and Addressing Bilingual Needs

Speaker Contact Information:

Name: Alba Ortiz, Director of Bilingual Special Education

Address: College of Education, EDB 306, University of Texas at Austin  
Austin, Texas, 78712 Phone # (512) 471-6244

Abstract:

This session will describe the multicultural context in which services for exceptional individuals, including the visually impaired, must be provided. Specific attention will be given to linguistic, cultural, and related variables which must be considered in planning programs and services. The state-of-the-art in the emerging field of special education will be presented.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Disability Specific and Generic:

Controversy or Conflict

Speaker Contact Information:

Name: Mary Falvey, Associate Professor

Address: Division of Special Education  
California State University at Los Angeles  
5151 State University Drive Phone # (213) 224-3711  
Los Angeles, California 90032

Abstract:

A discussion of issues related to and training implications for generic vs. specialized skills and competencies of educators. Emphasis will be on the specialized and generic skills and competencies needed by educators teaching students with severe mental retardation and visual impairments.

Notes:

1.

2.

3.

4.

5.

6.

Strategies to Apply:



The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Commitment to Action: Implementing Strategies

---

Speaker Contact Information:

Name: Nancy Bryant, Director of Instructional Services

Address: Maryland School for the Blind

3501 Taylor Avenue  
Baltimore, Maryland 21236

Phone # (301) 444-5000  
EXT. 275

Abstract:

A summary of highlights of the Institute's presentations with editorial comment and reinforcement of those actions deemed of highest priority.

Notes: \_\_\_\_\_

---

---

---

---

---

---

---

Strategies to Apply:

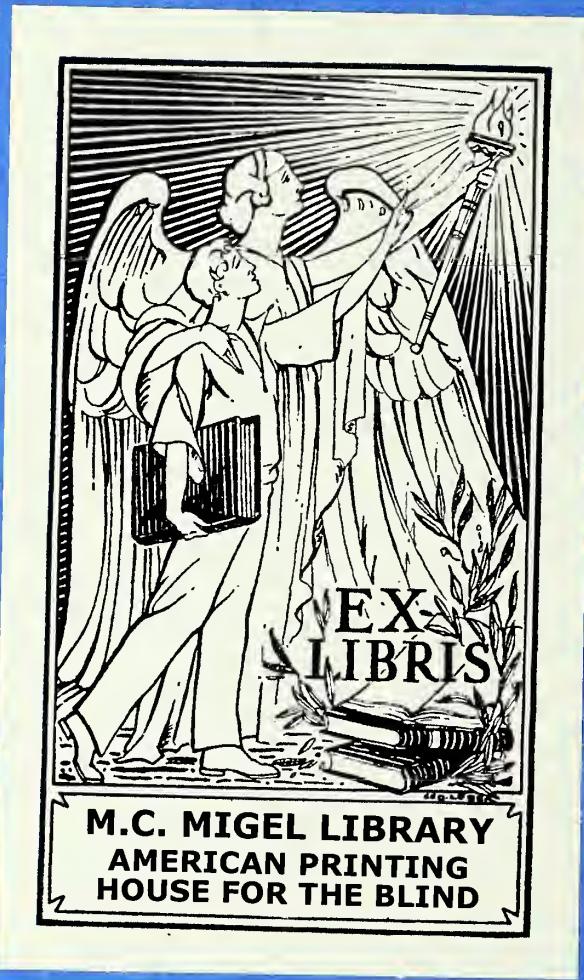
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.











A BOORUM & PEASE PRODUCT LINE  
MADE IN U.S.A.

No. 57501